



Technology: Beyond Powerpoint!



The 2006 MCEA Professional Development Conference will be held **Friday, February 3** through **Sunday, February 5** at the Four Points Sheraton Hotel St. Louis-West , 3400 Rider Trail South in St. Louis. Your MCEA PDC Planning Committee has some great in-service activities prepared for your edification and enjoyment! What better time of year is there to experience a winter week-end with your colleagues and energize for the remainder of the academic calendar?

The focus of this high quality professional development opportunity will be on technology—how to use it, why it's used, and how it has impacted virtually every area of our lives. Technologically squeamish? You need to be at this conference! Technologically savvy? You'll be in the right place to learn more about technology inside and outside of the classroom. Whatever your level of competence in this challenging arena, you'll leave the conference renewed, refreshed, and "geekier" than you arrived! The bottom line is, you'll be more prepared for your professional responsibilities and that means better results for your students.

The conference registration fee includes conference materials, speakers, a Friday evening registration and reception (cash bar), luncheon Saturday, Murder Mystery Dinner Theatre on Saturday evening and Sunday brunch. Expenses for this conference are allowable under the Carl D. Perkins Vocational and Applied Technology Education Act of 1998 and may be reimbursed by your school. This conference may be used toward certification renewal.

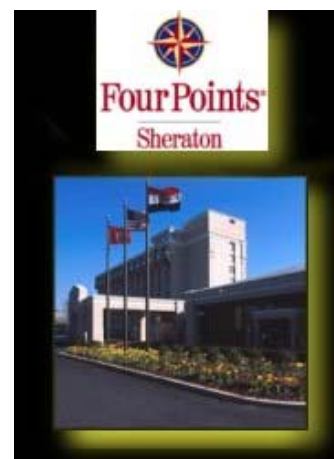
This conference is sponsored by the Marketing and Cooperative Education Association
A Division of Missouri Association for Career and Technical Education
&
Business, Marketing & Cooperative Education Section
Division of Career Education, DESE

Hotel Accommodations

Room reservations must be made directly with **Four Points Sheraton St. Louis-West**. Rates are \$65.00 per night plus taxes for king or double rooms. **Reservations must be made prior to January 13, 2006** in

order to receive the conference-preferred rate. Reservations can be made by phone at 888-627-8526. Be sure to indicate you are attending the State of MO Department of Elementary & Secondary Education to

get this great rate. Take a moment to take a virtual tour of the property at www.360StLouis.com/fourpointsstlouiswest/index.htm.





Conference Highlights

The MCEA Board Members invite you to attend this year's conference and participate in professional development that will result in increased effectiveness in your classroom! Following is the tentative schedule.

Friday, February 3

Four Points Sheraton St. Louis-West

8:30 a.m.—3:30 p.m. Pre-Conference Curriculum Workshop (register through MarkED)

1:00—5:00 p.m. MCEA Board Meeting

6:00 – 8:00 p.m. Registration & Reception

Saturday, February 4

8:00 a.m. Continental Breakfast & Swap Shoppe –
Sponsored by Glencoe-McGraw Hill & MCEA

9:00 a.m. Welcome by MCEA Board
Opening Session Presentation (50 minutes) 9:10 – 10:00
Teaching E-commerce Presentation (50 minutes) 10:15-11:00
Industry Presentation (11:00 – 11:45)

NOON Luncheon

1:15 p.m. – 3:30 p.m. Hands on technology sessions at ITT
VTECS
A*S*K Institute Certification Testing (all participants)
Using Access Database for Program Evaluation
Technology Demonstrations

6:00 p.m. Murder Mystery Dinner Theatre
Theme: Over the Barrel (Roaring 20s)

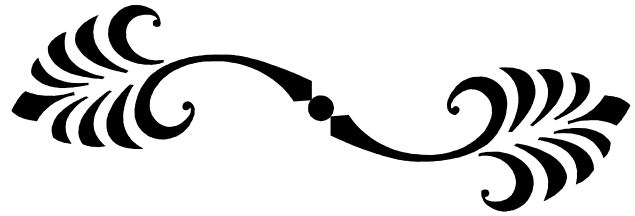
Sunday, February 5

9:00 a.m. Brunch and Keynote Presentation

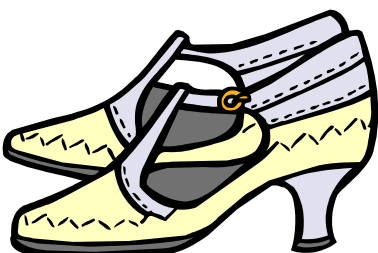
11:30 a.m. Adjournment

OVER THE BARREL PDC MURDER MYSTERY DINNER FOUR POINTS SHERATON ST. LOUIS WEST

SATURDAY, FEBRUARY 4



Join us for some great fun and relaxation as we travel back in time to the days of the Roaring 20's! Wear your best gangster and flapper attire, but leave your Tommy Gun at home! We're having the hottest prohibition-style get-together since the time of Al Capone. This professional production includes character bios for all guests and a prize for the "Ace Detective" of the evening. Your MCEA Board will also award a prize for the best dressed gangster and flapper. The evening will begin at 6:00 p.m. in the Joliet Ballroom.





2006
Missouri
Marketing and Cooperative Education Association
Professional Development Conference

Conference Registration

Name _____
School _____
Address _____
City/State/Zip _____
School Phone(_____)_____ Home Phone (_____)_____
E-mail _____
Special dietary or accommodations necessary _____

Educator – MCEA Member _____ \$95
Educator - Non-Member _____ \$110
Guest: Name _____ \$80

Or selected meal functions (guests only):

Reception Friday _____ \$10
Lunch Saturday _____ \$20
Dinner Saturday _____ \$30
Brunch Sunday _____ \$20

Total Due \$_____

Make Checks or Purchase Orders payable to MCEA

Check enclosed

Purchase order enclosed

Return with check or purchase order no later than January 13, 2006 to:

Marketing and Cooperative Education Assn.
P.O. Box 480
Jefferson City, MO 65102-0480
Or Fax to 573/526-4261



A new model for business and marketing education

This workshop introduces the early stages of a new curriculum model for business and marketing programs—a model that is:

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This mini-workshop is designed to help participants begin the process of repositioning business and marketing education within the context of a college-like business administration model:

- NOTE: Most workshops will include hands-on working sessions to ensure that participants take away specific, useful ideas and plans for use in their own courses and programs.

Who should attend?

If you are interested in helping build a stronger, more effective model for business and marketing curricula in your school, this workshop will provide a terrific starting point. We highly recommend participation for:

- ALL high school marketing teachers
- ALL high school business teachers
- Curriculum specialists
- Supervisors
- C-T administrators



Registration and Fees

To register, please submit purchase order or prepayment to MarkED, PO Box 12279, Columbus, OH, 43212 or call 800.448.0398 x0.

Registration fees include continental breakfast, light lunch, breaks, and conference materials. A registration fee of \$99 is for registration on or before January 3. Missouri teachers receive a special conference rate of \$79. Registration after January 3 will be \$129. The Four Points Sheraton St. Louis-West is holding a small room block for Thursday evening. Please let them know you are attending this conference in order to get the \$65 MCEA PDC rate.

REFUNDS: \$35 cancellation fee after registration is submitted. NO refunds for cancellations fewer than 10 days prior to first day of workshop. Substitutions any time.

About MarkED/Career Paths

MarkED is a not-for profit curriculum research center based in Columbus, Ohio. Its mission focuses on the development of curriculum and instructional materials for business and economic education, including marketing, management, entrepreneurship, and business administration. The center is funded in part and managed by a consortium of 43 state education departments. Additional information is available at www.Mark-ED.org.

Agenda:

- **The weather in Washington:** Political and education reform context relative to business and marketing education
- **From the top:** State Directors' Career Cluster initiative for program and curriculum design
- **The new model:** National business administration curriculum (Career Cluster) model
- **So what?** Implications for local business courses of study
- **Next step back home:** Building courses and programs for local students
- **Documenting value:** Proof of learning and certification of core business and marketing skills
- **Building support:** Positioning and marketing programs increase demand and administrative support
- **Special resources:** Tools for teaching (optional bonus session featuring competency-based materials developed by MarkED/Career Paths)

